

NUMBER \_\_\_\_\_

## PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2004

New X

Previous Year (below line/defer)

**Issue:** Update of the Community Participation Sub-Element of the General Plan

**Lead Department:** Office of the City Manager

**General Plan Element or Sub-Element:** Community Participation Sub-Element

### 1. What are the key elements of the issue? What precipitated it?

The Community Participation Sub-Element outlines the City's basic policies regarding community member access to municipal services and information. It is divided into five topics: Community Education, Community Involvement, Policy Making and Program Planning, Service Delivery, and Community Identity.

Written in 1995, some of the information cited in the Sub-Element is dated. For example it cites community characteristics based on 1990 census data. The Sub-Element was also written before widespread internet and email use. It does not focus on new technology, even though email and the internet are important tools to engage Sunnyvale community members today.

In updating the Sub-Element, City staff would address a number of community-related issues including:

- The current level of Sunnyvale community involvement, education, engagement, and identity
- The use of technology (email and internet) to engage the community
- Outreach to the growing multi-cultural population in Sunnyvale
- Community characteristics based on 2000 census data

### 2. How does this relate to the General Plan or existing City Policy?

*Legislative Management Sub-Element, Goal 7.3A:* Assess community conditions, and make appropriate changes to long-range, mid-range and short-range plans.

*Legislative Management Sub-Element, Action Statement 7.3A.1b:* Monitor and assess Community Conditions on an on-going basis, and adjust long-range, mid-range and short-range plans to reflect changing conditions.

*Legislative Management Sub-Element, Action Statement 7.3A.1c:* Review and update each General Plan Sub-Element approximately every five years.

**3. Origin of issue:**

In response to RTC#03-455, *Explore Options to Improve Community Outreach*, an Outreach Task Force reviewed Sunnyvale's outreach guidelines including the City's Community Participation Sub-Element of the Sunnyvale General Plan.

The task force recommended that the Community Participation Sub-Element be updated within the next two years and that it include a discussion of multi-cultural/multilingual outreach and the utilization of modern technology including the Internet.

**Councilmember:** \_\_\_\_\_

**General Plan:** \_\_\_\_\_

**Staff:** \_\_\_\_\_

**BOARD or COMMISSION**

<b>Arts</b>	<b>Housing &amp; Human Svcs</b>
<b>Bldg. Code of Appeals</b>	<b>Library</b>
<b>BPAC</b>	<b>Parks &amp; Rec.</b>
<b>CCAB</b>	<b>Personnel</b>
<b>Heritage &amp; Preservation</b>	<b>Planning</b>
<b>Board / Commission Ranking/Comment:</b>	

\_\_\_\_\_ **Board / Commission ranked** \_\_\_\_\_ **of** \_\_\_\_\_

**4. Multiple Year Project?**    **Yes**    **No**    **Expected Year of Completion** 2005

**5. Estimated work hours for completion of the study issue.**

(a) Estimated work hours from the lead department	250
(b) Estimated work hours from consultant(s):	
(c) Estimated work hours from the City Attorney's Office:	
(d) List any other department(s) and number of work hours:	
Department(s): CDD	100
ITD	80
<b>Total Estimated Hours:</b>	<b>430</b>

**6. Expected participation involved in the study issue process?**

(a) Does Council need to approve a work plan?	Yes	No
(b) Does this issue require review by a Board/Commission?	Yes	No
If so, which Board/Commission?		
(c) Is a Council Study Session anticipated?	Yes	No
(d) What is the public participation process?		

Outreach to community members, neighborhood associations, homeowner associations, community groups, faith-based organizations, ethnically diverse communities, businesses and nonprofits. A detailed community outreach plan will be developed in conjunction with Council reviewing the work plan.

**7. Estimated Fiscal Impact:**

<b>Cost of Study</b>	<b>\$</b>
<b>Capital Budget Costs</b>	<b>\$</b>
<b>New Annual Operating Costs</b>	<b>\$</b>
<b>New Revenues or Savings</b>	<b>\$</b>
<b>10 Year RAP Total</b>	<b>\$</b>
<b>Budget Modification Needed</b>	<b>\$</b>

**8. Staff Recommendation**

Recommended for Study  
**X Against Study**  
 No Recommendation

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**Explain below staff's recommendation if "for" or "against" study. Department director should also note the relative importance of this study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.**

Staff recommends deferring this study issue for one year. Although staff believes that an update of the Community Participation Sub-Element is necessary, staff workload cannot support such an effort in 2004. Major projects that staff will be implementing this year include a multi-cultural task force, comment line, informal survey, community workshop, and speaker's bureau.

***reviewed by***

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***Department Director***

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***Date***

***approved by***

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***City Manager***

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***Date***